



Omi Diaz-Cooper

Growth Ops Strategist

PROPELLING GROWTH

Omi Diaz-Cooper is a powerhouse with a unique blend of cultural insight and business acumen. As the CEO and co-founder of Diaz & Cooper, an accredited HubSpot Platinum Solutions Partner, Omi has been helping B2B firms, particularly in the aviation industry, achieve predictable growth for over two decades. Her journey from a wide-eyed kid on her first commercial flight alone to a respected industry leader is a testament to her passion for aviation and her drive for business innovation.

With a degree in cultural anthropology and over 25 years of experience in sales, marketing and revenue operations, Omi brings a fresh perspective to the complex world of B2B revenue operations. Beyond crunching numbers, as a Certified HubSpot Trainer, Omi's approach is deeply rooted in understanding human behavior and cultural nuances. This unique combination allows her to craft strategies that resonate and drive consistent revenue growth for her clients.

Fueled by Miami jet fuel (aka Cuban 'cafecito'), Omi is known for her perpetual positive energy and her ability to navigate the complex landscape of revenue operations. She's guided got to market strategies for industry giants like Willis Lease Finance Corporation, AmeriJet, Silver Airways, Regent Seven Seas Cruises, and Unical Aviation, helping them future-proof their businesses in an ever-changing digital and AI-driven world. When she's not revolutionizing customer journeys, you might find Omi indulging her passion for archaeology or sharing her insights at industry-leading events, always bringing her vibrant energy and a wealth of actionable strategies to the podium.

FUN FACTS:

Omi's expertise ranges from anthropology to languages (she speaks fluent Spanish and Italian, and is pretty good in French). She has volunteered on archaeological digs and co-produced a documentary film on Hispanic women leaders.

SAMPLE SPEAKING TOPICS:

1. From Tribe to Team: Leveraging Tribal Psychology for Effective Go To Market
2. Questions to Closing: Accelerate Sales through Ethnographic Discovery
3. The Anthropology of CX: Elevating Customer Experience and Revenue Growth
4. Vu Jàdé: Innovative Approach to Travel Marketing Success
5. Trendspotting: How Anthropology Can Help You Stay Ahead in Aviation
6. Bringing the Human Back to HubSpot: Anthro Insights for CRM Success

SPEAKING ENGAGEMENTS INCLUDE

- IITA Summit, Portland
- INBOUND, Boston
- LeadsCon, NYC
- Entrepreneur's Organization, Keynote
- Business Innovation & Technology Center , Miami
- Media Post Engage Hispanics, Panelist
- Women in Marketing Leadership Summit
- Search Insider Summit
- Tourism Office of Spain, Keynote
- Goldman Sachs 10K Small Business, Keynotes
- GMCC Tidbits of Marketing Genius
- OMMA Digital, Boston

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